

INFLUENCE OF 1960'S HIPPIE COUNTERCULTURE IN CONTEMPORARY FASHION

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ABSTRACT

History is extremely involved with fashion. Each decade has witnessed many changes. The fashion of post-World War 2 is still prevailing in our modern fashion. Hippie counterculture has introduced the modern fashion with some popular terms, style & design. In our fashion history, hippies were the first ever culture who introduced the uses of second hand clothes in contemporary fashion. Second hand clothes are a part of recycling & sustainability as well. In this research, we discuss about the impact of modern fashion trends which inspired from 1960's hippie fashion culture. In the recent years, many world renowned fashion designers like Dior, Alberta Feretti, Balmain, Emilio Pucci & Valentino got their inspiration from 1960's hippie fashion. And hippie attires are very prominent in readiness to wear fashion. The main output of this research is the connection/relation between Sustainable fashion and Hippie fashion. After analysis, the author created a fashion collection inspired from hippie fashion which can be used for ready to wear market.

KEYWORDS: Hippie Fashion, 1960's Fashion, Contemporary Fashion, Ready to Wear Market

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INTRODUCTION

In fashion history, every culture has its own identity and originality. Over the past decades, each country is witnessed of different cultures and they gave birth to numerous cultures in different periods of time. Behind the scene of this culture, mostly young people were playing a vital role & they made it popular in our mainstream society & contemporary fashion. Among those cultures, hippie's culture is one of them & it is very rich in its own eminence. The hippies were against the mainstream culture & they created their own style by their own way of life. Though they were against the mainstream fashion, but their established culture, style & fashion is still prevailing in our contemporary fashion. Still, it has a huge impact in our modern fashion, especially to the young generation. During the hippie era, they don't only establish their specific originality they also established the freedom, free love, sex & the power of youth through music, traveling & so on. In the recent years, the term sustainability or to create a sustainable clothes for the wearer is arisen in our fashion industry. And many designers & organizations around the world they already have started to work on it. But it is not enough to fulfill the mass demand. For establishing the sustainable fashion, we should focus on all the elements of sustainability, which already exist in our surroundings. For example, local handicrafts, handloom, garments wastage & second hand clothes. Consequently, if we focus on all the elements those I mentioned before then it will be easy to create a sustainable fashion market for the wearer & we can fulfill our mass market demand. Along with we can establish a sustainable environment for our local craftsman In this research study is mainly based on the find out the term of sustainable

fashion in hippie fashion. Especially the main objective of this research study is to focus on the sustainable fashion & hippie fashion & then show some sustainable design inspired by the hippie culture.

Background of the Research

There are few people who know little about hippie culture & their movement. There are also a few groups of people who only know about the hippie people & who look like hippies. But most of the people are unknown about the hippie culture & their lifestyle & how they established their opposite lifestyle in our mainstream society. Before I was also one of them & I was only familiar with the term of hippie. When I have started to read about the hippies then I have found that they have a strong relation to sustainable fashion. Then I have decided to run through with this topic & I have found some detailed evidence about the hippie subculture. Worldwide the industry of textiles & clothing value is over \$1 trillion & ranked the second largest economic sector. This sector is becoming the causes of pollution, as well. Every year the textile & garment factories wastage and old clothes are producing maximum filth and polluting our air, soil & water. The garment wastage, including dyeing & finishing chemical, cutting edge fabrics are mainly damaging our whole environmental system. But, we cannot stop producing the clothes. Clothes is one of those basic needs of a human being without it, demographics can't exist in this modern civilization. Mostly, fast fashion is responsible for regarding this issue & it makes huge dumps. Though fast fashion is responsible for waste or pollution on the other hand, it also has a recycling process & second hand use. By its recycling procedure & sustainability, it has a huge & positive support to our global environment. Therefore, we can do less pollution if we do the recycling for the mass market. Only the recycling process of second hand clothes it cannot be fulfilled the target market along with if we give more privilege to our local handicrafts & craftsman then we can establish a sustainable market & we can make sustainable clothes for the wearer.

Significance of the Research

The significance of this research is to find out the term of sustainability from the hippie fashion. And then to make some sustainable clothes inspired by hippie era. On the other hand, the main purpose of this research study is to introduce the fashion history (1960's Hippie Culture) along with present most discussed topics (Sustainable Fashion). In this globalized world, it is really a big challenge to produce sustainable clothes for fulfilling the mass market demand. The practice of making sustainable clothes has been started already. In the recent years, many world class designers already showcased their sustainable design towards the world. In 2007 the world's first green fashion week was held & designers for example Versace, Calvin Klein & Yves Saint Laurent showcased their eco-friendly collections & set up the different trends in contemporary fashion. Designer Stella McCartney introduced her first animal friendly concept in the year 2001. Though these designers or brands are concerned about green or sustainable fashion, but their product is very expensive it's not affordable for mass people. On the other hand, some fast fashion brands such as H&M, SVILU & others are producing a limited edition of sustainable clothes. Since 2006 the Japanese brand UNIQLO took an initiative that all product recycling & they already have started to donate the reuse clothes to the refugee camps. The concept of recycling & sustainable fashion got popularity during the 1960's hippie era. The hippies were conscious about the reuse of second hand clothes & handicrafts. So this paper is based on the fashion history & sustainability. And find also detailed information of hippie era as well as to define the some example of sustainable fashion. The final goal of my thesis is to make some fashionable clothes by using handicrafts, second hand denim & hippie inspired digital print fabric.

History & Origins of 1960's Hippie Counterculture Movement

Counterculture of 1960's

The expression of the counterculture is to express the opposite reaction to the running cultural mores through the different way of lifestyle. The 19th & 20th century is the witnessed of rise & fall of many cultures. During this period in America & Europe many cultural groups were formed. Such as Romanticism, Bohemianism, Beat Generation & the 1960's Hippie movements are notable. These all were the counterculture. All countercultures were opposite of the main culture & they were against of repression, but they had a widespread consensus in a certain point. And that was they all came out from the majority culture, broke the all bumps of society & established their own way of living, art, literature, music, religion belief & freedom in love & sex. Post World War 2 era the world witnessed the many changes than before. Such as; environmental movement, women's right, civil rights movement, liberation in love & sex, liberation from language & overall liberation for alternative way of life. Among all of these vital countercultures of fashion history hippie was also a most important counterculture of the 20th century. The first hippie counterculture emerged in Germany during the period of 1896 to 1908. After that it was widely appeared in some cities of America in 1960's & spread out all over the world very rapidly also drew the attention of the young generation of that time. During that period America was involved in the Vietnam War, Civil Rights Movement was occurred & ended by World War 2. Mainly these things were encouraged them to be clamorous in America. When the hippies arose in America's contemporary culture in 1960's, they were disappointed with the cultural mores that had settled in America after the World War 2. Then they removed them from the post-world war culture of America. They were against the Vietnam War, clamorous about their civil rights, very generous about sexuality (homosexuality & Tran sexuality upraised) & free in love. In the era of counterculture they had own towns where they gathered & lived communally. So the hippie counterculture left the ownership identity for American's that had separated them from the other nations. During that period America went through many ups and downs of cultural as well as social movements.



Figure 1: Some Example of 1960's Hippie Fashion Trend

HIPPIE CHIC IN CONTEMPORARY FASHION



Figure 2: Saint Laurent Spring Summer 2015

This figure shows that the inspiration obviously related with hippie style. The fun and colorful prints on her dress brought her entire outfit to life



Figure 3: Roberto Cavalli Spring Summer 2017 RTW

Flares, long drifty dresses, floral printed pants, neck scarves, and fringe in hem line these all brought a total hippie look.



Figure 4: Emilio Pucci S/S 15

A blend of 60's with tie-dyed slip dress, fringed poncho, flared dress, braless & high knee suede shoes.



Figure 5: Alberta Ferretti S/S 2015 RTW

A total expression of feminism & romanticism. Flowy, bohemian chic dresses, fringe, sleeveless coats, slip dresses, jumpsuit with floral embellishment, further details, sandals & moccasins gave a complete taste of hippie chic.

SUSTAINABLE FASHION

At present in our fashion industry, the word of sustainability has been rising very strongly for many reasons. Rapid growth of garment factories, huge demand of fast fashion, non-developed working environment, increasing amount of garment wastage in addition to less use of crafts are some of the reasons. And the practice of sustainability in fashion has already been started since 1980's. Many fashion brands, designers & some organizations have come forward regarding this issue. And the practice of sustainability in fashion has already been started since 1980's. Among all of our basic needs clothing is the second major requisite that indicates our personality & makes us fashionable. Now, it's a matter of making it sustainable. Mostly people think that sustainable fashion means reuse of second hand clothes or unused garments. But the field of sustainability is elaborate. This process has been started since yarn production & design. The making process is very important to be sustainable. So in this phase, we have to think about all process like good working environment, proper waste management, maintain a proper distribution channel, use more renewable energy than natural resources, make sure the re-use of second hand clothes or unused garment. Huge demand of fast fashion industry's aggression is increasing day after day. On the other hand, recycling process of second hand clothes is very low, few numbers of green factory, more usage of water & pesticides during cotton production. We should give more preference to our local crafts and craftsman. Because crafts are the best example of sustainability. Its environment friendly & there is a very less usage of industrial machine also usage of recycling.

Types of Sustainability Regarding the Sustainable Fashion

- Up cycling
- Recycling
- Handicraft
- Sustainable fiber
- **Up cycling**

In the recent years, the term up cycling has got huge popularity in the fashion industry through the designers. There is little difference between up cycling & recycling. The meanings of both words are same. Both are carrying same features when we make something new from unused, used or unwanted things. But up cycling is carried a little bit different meaning than recycling. In the recycling process, there is a further use of energy & chemical, whereas up cycling has no use of those procedures. It's totally a green process. It reduces the garbage in addition to this procedure a product has got rebirth. It's also alleviated the sufferings of the huge number of manpower Up cycling is a stage of sustainable fashion. It is a process of any product without degrading or destroying its existence & creates something beautiful, better quality & useful product than before. Not only clothes it can be anything. For up cycling just need the creativity & a good design sense. It's also economical. In this process nothing is thrown away. After all the meaning of up cycling is, make something different & useful than previous one or represent an old/used object like existing features but in a fashionable way.



Figure 6: Sustainable Design of Old Clothes By Up Cycling

Though the term first coined by Reiner Pilz in 1994. Later in the term has known widely by Michael Braungart & William McDonough in their book *Cradle to Cradle: Remaking the Way We Make Things*, in 2002. But this practice has been started long before. During the World War 1 & 2 period many families repaired & mended their clothes & fit it for family members. In Bangladesh our mom & grandparents, they make a hand stitched clothes from their used & old Sari (Bangladeshi women's traditional clothes). It's called Katha. They do lots of hand stitched artwork onto it. It has a variety of usage sometimes as a bed sheet, sometimes as a table clothes, but mostly used in sleeping time instead of rugs especially in summer season. Katha is a traditional example of up cycling. At present, many designers & organizations have already been started this practice. Now people can think otherwise before throwing their garments, shoes, accessories & other household materials. The huge popularity of it is, now everyone can design. Housewives are turning their rags into floor mat, table clothes & rugs instead of buying new ones. A short on cash students are turning their old pair of shoes, jeans & other clothes into fashionable something by adding rips, extra pocket, few seams & other design detailing.

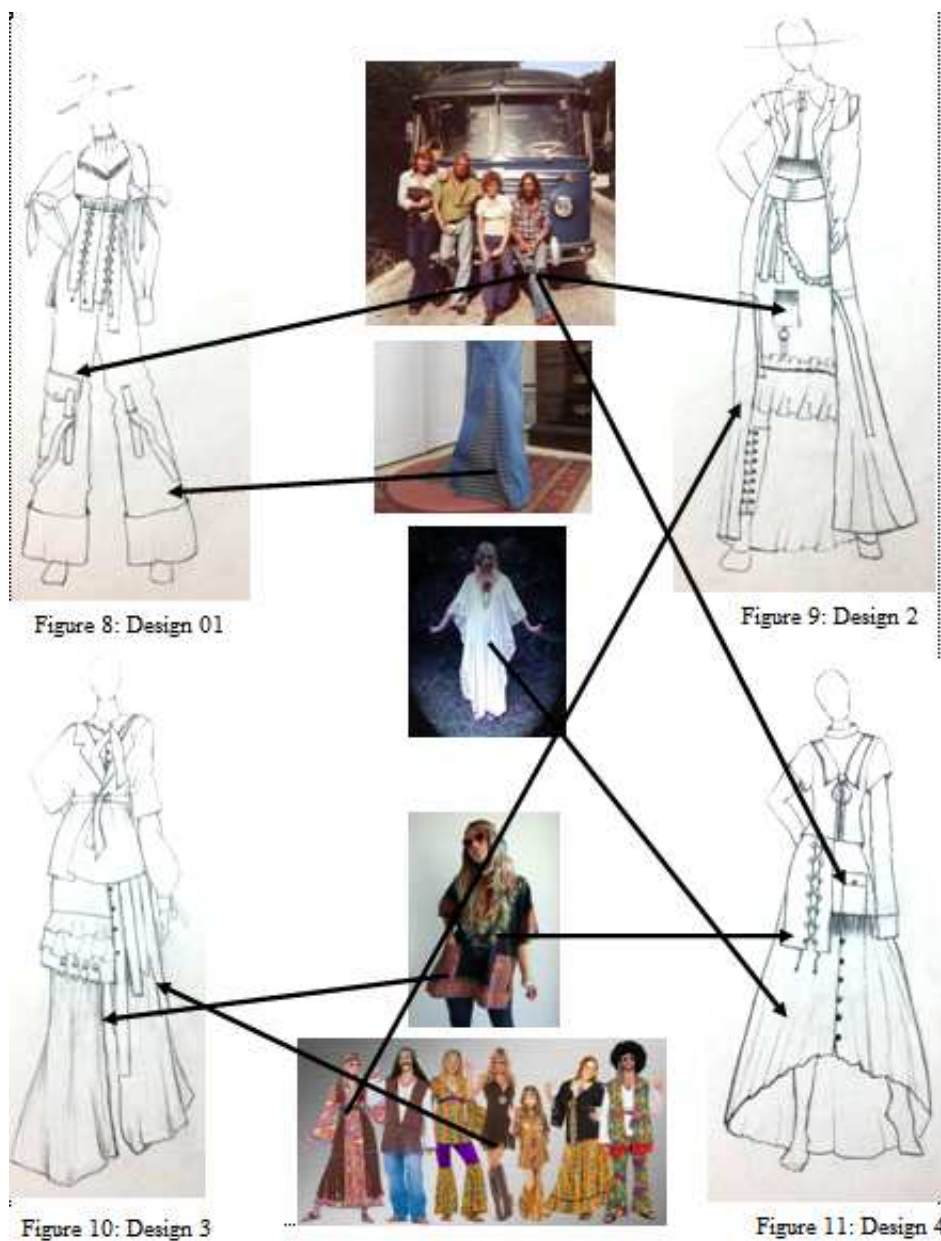


Figure 7: Bangladeshi Handicraft Nakshi Katha Made From Old Clothes

RELATION BETWEEN HIPPIE & SUSTAINABLE FASHION

Though hippies were drug addicted or rejected contemporary culture, fashion, their established counterculture is still prevailing in our current fashion trend. Recycling the old clothes is an important part of sustainable fashion. The term recycling got wide popularity during the 1960's hippie era. When American society was going through many social, cultural & political phenomenons, Hippies were against the urbanization & industrialization. They were economical. They preferred to buy their clothes from flea market & they were comfortable in wearing the second hand clothes. Mostly they sewed their own garments & mended it clumsily by themselves. Since, patchwork, hand stitch, second hand clothes & flea market refer the sustainability, hippies were sustainable in fashion.

MODERN COLLECTION INSPIRED FROM 1960'S HIPPIE FASHION



The author tries to develop a new look of 1960's hippie fashion. In this collection, the author tries to follow the modern trend for the selection of fabric, color and ornaments.

COMPLETE DRESS FOR READY TO WEAR MARKET

Inspiration: 1960's Hippie Fashion and Sustainable fashion.

Fabric Sample

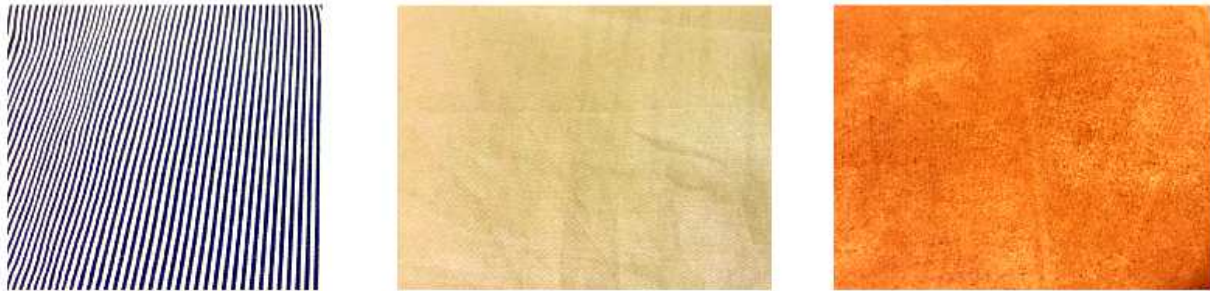


Figure 12: Fabric Sample for Preparing the Dress

Here, most of the fabric had been selected according to WGSN fashion trend of SS 2017. Most of the fabric is woven fabric.

Color Movement



Figure 13: According to WGSN Report for SS 2017

Accessories



Figure 14: Accessories Is the Key Elements of Hippie Dresses

Final Dress Sample

Figure 15: Final Dress Collection for Fashion Week-2017

Wuhan Textile University Post Graduate Fashion Show-2017

Figure 16: Post Graduate Fashion Show-2017at 31st may, 4.00 pm

CONCLUSIONS

Fashion is variable & it's like a cycle. Fashion history is the great source of inspiration for new design & trend. By analyzing the hippie culture we have found its positive & negative impact towards the fashion & current fashion trend as well. From this study, we can differentiate the sustainability of hippie culture. As well as we have known that how to create a sustainable fashion for the mass market, also we have got some important information why fast fashion is unsustainable & its sustainability. The final result of this research will be designed some garments according to the hippie chic & represent some sustainable clothes. The sustainable garments will be made from handicraft & unused clothes.

Therefore the research is based on the past & present of fashion.

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